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JUN 29

Broadcasting

61st YEAR FIRST IN TELEVISION CABLE RADIO SATELLITE

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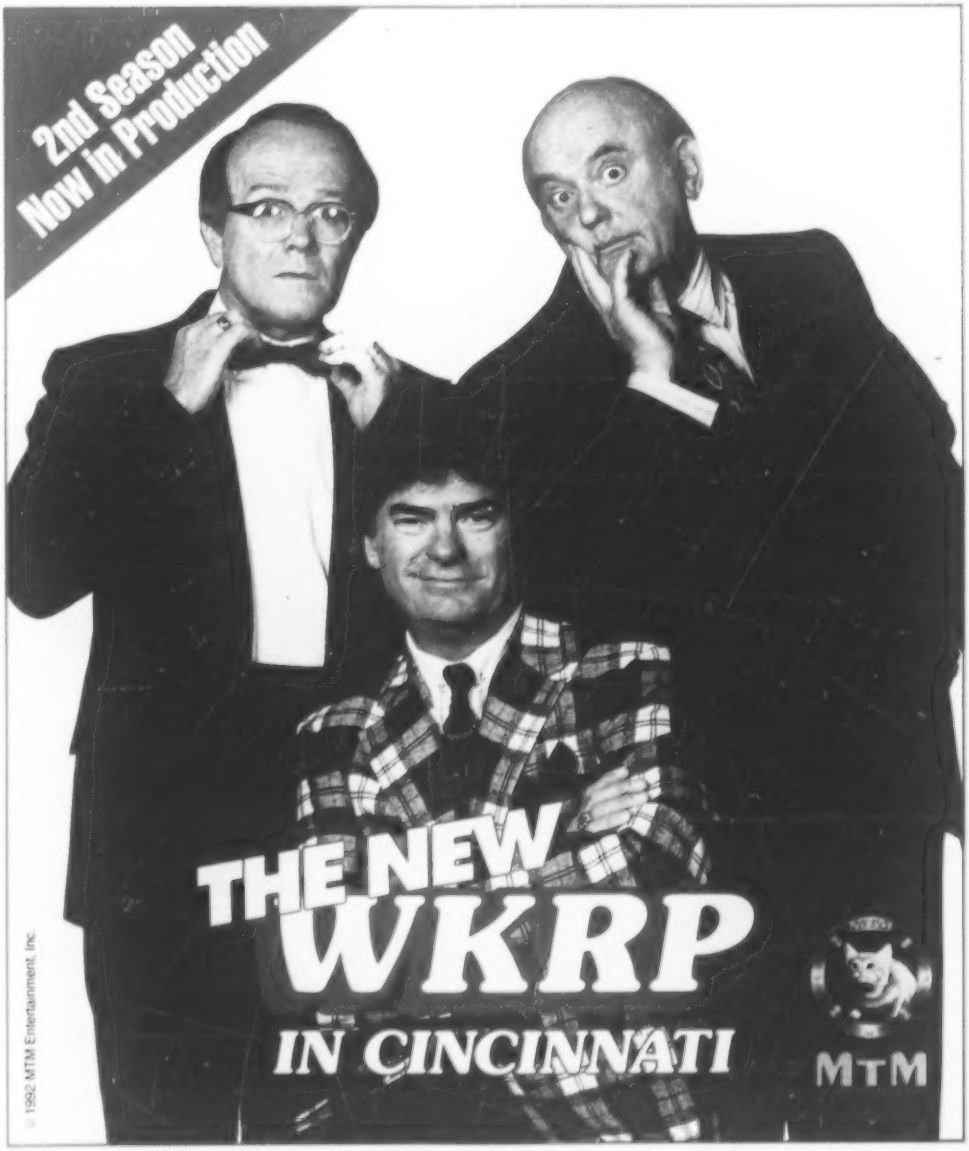
❑ PEROT'S ELECTRONIC TOWN HALL / 19



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NEWS IS TOP STORY AT FOX AFFILIATES MEETING
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RENAISSANCE TO BUY FOUR FOX AFFILIATES FROM CHASE

By Joe Flint

Group owner Renaissance Communications is near an agreement with Chase Communications to buy the latter's four Fox affiliates, according to industry sources.

If the deal is completed, Renaissance would acquire WTIC-TV Hartford, Conn.; KDVR(TV) Denver; WATL(TV) Atlanta, and WXIN(TV) Indianapolis.

No definite purchase price has emerged. When Chase said last October it was getting out of the broadcasting business, some estimates had the four Fox affiliates worth a total of $150 million.

There are also conflicting reports that Renaissance would then turn around and sell the Indianapolis property to group owner River City Broadcasting.

At press time, executives at Chase Communications could not be reached for comment. Renaissance managing partner Michael Finkelstein and River City managing partner Barry Baker declined to comment.

But industry observers close to the parties involved and Fox executives—who have given the parties their blessing—confirmed various aspects of the sale.

The $150 million price tag may be low. There was concern in the past about programing liabilities that Chase inherited when it purchased the Atlanta and Indianapolis stations from Outlet Communications in 1989. Outlet had commitments to acquire about $40 million in programing at the time, although Chase is said to have renegotiated those contracts and reduced substantially the liabilities.

River City already owns independent station WTTV(TV) Indianapolis, and, if the deal is completed, would likely combine the two stations.

The same is true for Renaissance,

This Week

HDTV WARNING / 3
Maximum Service Television Inc. warns that the FCC's deadlines for HDTV implementation threaten the financial viability of some stations and could mean "the loss of universal broadcast service."

CBS REVOLT / 4
CBS affiliates, angry over the network's proposed affiliation charge, see it as a means to enhance the value of CBS stock. Some are threatening not to sign the new agreements.

NEWS FRONTIER / 17
Fox Inc. Chairman Rupert Murdoch told affiliates the company plans to shape a national news service that will push the boundaries of traditional TV offerings.

FORUM OF THE FUTURE? / 19
The technology isn't ready to accommodate Ross Perot's plans to use interactive television to create electronic town halls, technical observers say. Political theorists are concerned the forums would be used to manipulate public opinion.

HOME FOR TV RESEARCH / 22
The board of directors of the Advanced Television Research Center is looking into ways to make the operation a permanent research center and clearinghouse for new technologies. A report is due around Labor Day.

News and cable executives say Ross Perot's plan for interactive TV town halls are beyond currently available technology and raise political questions (p. 19).

GROWTH FOR BROADCASTING / 24
Veronis, Suhler's annual communications industry report, predicts stable revenue growth for broadcasting over the next five years, besting the previous five years by 3.7 percentage points but still lagging overall economic growth.

OFF-NETWORK ON CABLE / 26
With off-network hours ranking among their highest-rated shows, basic cable networks are adding a new batch this fall that includes *The Young Riders*, *Quantum Leap* and *Unsolved Mysteries*.

WIRED FOR SOUND / 29
Music-intensive radio stations will now have a plethora of choices for news packages, with AP's relatively inexpensive AP Drivetime joining the new CBS Zapnews and the ABC News Wire.

AD QUANDARY IN THE MAKING / 31
The trend toward use of alternative forms of political ads, like 30-minute spots, may eventually lead to FCC action as candidates question stations' various rate scenarios.

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Incorporating The Fifth Estate TELEVISION Broadcasting ■ Cable

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Broadcasting's Ratings Week ϟ Jun 22-28

	ABC	CBS	NBC	FOX
MONDAY	9.3/17	11.4/21	10.3/19	NO PROGRAMING
8:00	33. FBI: Untold Str 9.5/19	43. Evening Shade 9.0/18	28. Fresh Prince 9.9/19	
8:30	30. Amer Detective 9.7/18	21. Major Dad 10.5/19	36. Blossom 9.4/17	
9:00	40. Scruples II 9.1/16	5. Murphy Brown 13.5/24	19. NBC Monday Night Movie—Darkman 10.6/19	
9:30		9. Grapevine* 11.8/20		
10:00		12. Northern Exposure 11.7/21		
10:30				
TUESDAY	13.8/26	10.1/19	6.8/13	NO PROGRAMING
8:00	9. Full House 11.8/24	26. Rescue: 911 10.0/20	79. Mann & Machine 5.4/11	
8:30	3. Home Improvmt 14.9/28			
9:00	1. Roseanne 16.9/30	25. CBS Tuesday Movie—The Rape of Dr. Willis 10.1/18	67. Law and Order 6.8/12	
9:30	2. Coach 15.3/27			
10:00	8. Jack's Place 11.9/22		52. Dateline NBC 8.1/15	
10:30				
WEDNESDAY	9.4/18	10.0/19	10.1/20	NO PROGRAMING
8:00	48. Wonder Years 8.6/18	75. Davis Rules 5.9/12	12. Unsolved Mysteries 11.7/24	
8:30	38. Growing Pains 9.2/18	54. The Bat, The Cat 7.8/16		
9:00	30. Scruples III 9.7/18	15. Watergate: The Secret Story 11.6/21	16. Seinfeld 11.3/21	
9:30			23. Night Court 10.4/19	
10:00			54. Quantum Leap 7.8/15	
10:30				
THURSDAY	7.9/15	11.2/21	9.8/18	7.2/13
8:00	64. ABC World of Discovery 6.9/13	29. Top Cops 9.8/19	40. Cosby 9.1/18	53. Simpsons 8.0/16
8:30			23. A Diffrnt World 10.4/20	77. Drexell's Class 5.7/11
9:00	74. MacGyver 6.0/11	6. Street Stories 13.1/23	9. Cheers 11.8/21	56. Beverly Hills 90210 7.6/13
9:30			21. Wings 10.5/18	
10:00	18. Primetime Live 10.7/20	19. Bodies of Evidence* 10.6/20	49. L.A. Law 8.5/16	
10:30				
FRIDAY	9.7/20	6.3/13	6.8/14	5.6/12
8:00	33. Family Matters 9.5/21	81. H'wood Game* 5.0/11	64. Matlock 6.9/15	69. America's Most Wanted 6.5/14
8:30	37. Step By Step 9.3/20	82. Candid Camera 4.6/10		
9:00	40. Dinosaurs 9.1/19	63. CBS Friday Movie—Age-Old Friends 7.0/14	70. Reasonable Doubts 6.4/13	80. Sightings 5.3/11
9:30	45. Baby Talk 8.8/18			91. Hidden Video 2 3.3/7
10:00	17. 20/20 10.8/21		61. Law and Order 7.2/14	
10:30				
SATURDAY	4.8/11	6.1/13	7.7/17	6.3/14
8:00	83. Who's the Boss? 4.3/10	73. CBS Saturday Movie—Pancho Barnes 6.1/13	57. Golden Girls 7.5/18	71. Cops 6.2/15
8:30	92. Julie 3.0/7		61. The Torkelsons 7.2/17	57. Cops 2 7.5/17
9:00	89. Perfect Strang. 3.5/8		46. Empty Nest 8.7/19	57. Code 3 7.5/16
9:30	88. On the Air* 3.9/8		33. Nurses 9.5/20	86. Vinnie & Bobby 4.1/9
10:00	64. The Commish 6.9/15		68. Sisters 6.7/14	
10:30				
SUNDAY	8.6/17	12.5/24	6.6/13	6.9/14
7:00	52. U.S. Open Golf 8.2/19	4. 60 Minutes 14.5/32	85. Against All Odds 4.2/10	90. Parker Lewis 3.4/8
7:30			83. Disaster Files 4.3/9	87. Parker Lewis 4.0/9
8:00	44. Am Fun Hme Vid 8.9/18	7. Murder, She Wrote 12.2/24	78. In the Heat of the Night 5.5/11	60. In Living Color 7.4/15
8:30	38. Am Fun People 9.2/18			71. Roc 6.2/12
9:00	46. ABC Sunday Night Movie—The Commish: A Matter of Life and Death 8.7/16	12. CBS Sunday Movie—Stranger at My Door 11.7/21	51. NBC Sunday Night Movie—Love, Lies and Murder, Pt. 1 8.3/15	32. Married w/Childn 9.6/18
9:30				26. Down the Shore* 10.0/18
10:00				49. Married w/Childn 8.5/15
10:30				76. Std by Your Man 5.8/11
WEEK'S AVGS	9.0/18	9.8/19	8.2/16	6.6/13
SSN. TO DATE	11.7/20	13.0/22	11.9/20	7.8/13

RANKING/SHOW [PROGRAM RATING/SHARE] *PREMIERE SOURCE: A.C. NIELSEN YELLOW TINT IS WINNER OF TIME SLOT

VERONIS, SUHLER SEES STABLE TV GROWTH

Annual forecast predicts ad spending increases of 6.2% for networks through 1996

By Sharon D. Moshavi

After a tumultuous five years in which broadcast growth nosedived and cable took off, the TV industry is headed for a calm period in which abrupt declines and increases will taper off, according to the sixth annual "Communications Industry Report" issued by investment bankers Veronis, Suhler & Associates Inc.

Broadcasting's big boost is due to the maturing cable industry, according to John Suhler, the firm's president. "We don't predict robust growth for broadcasting, but viewership has stabilized and so will advertising," he says. Furthermore, the report claims the worst is over for broadcasting in terms of competition for viewers.

The forecast shows advertiser spending on the big three networks and Fox growing at a 6.2% compound annual rate through 1996, better than the 2.5% annual growth of 1986-91 but lagging behind a predicted overall economic growth rate of 7%. Independents and affiliates are expected to follow a similar pattern. The rates go against the historic tide: for the 20 years before 1986, television growth exceeded the overall economic growth rate.

Competition with cable for viewers will continue but will slow along with penetration rates. The report sees the network's share of national advertising dollars dropping 1.2 percentage points (from 48.8% in 1991 to 47.6% in 1996), less than the 2.7 percentage points the networks have lost since 1986. Similarly, TV stations, which were down 3.6 points in advertising revenue from 1986 to 1991, will drop just 1.2 points from 1991 to 1996, to 52.4% of total television advertising revenue.

Economic recovery and an accompanying increase in media spending will not be felt until 1993, according to Suhler, but the "quadrennial effect" (the Olympics and the elections) will boost network growth to a higher rate in 1992 (4.4%) than in 1993 (3.3%). TV stations, on the other hand, should expect 3.7% growth in advertising revenue in 1992 and 6.2% in 1993.

Veronis, Suhler predicts cable's growth rate will moderate, although it will still remain "a fantastic business," says Suhler. Although cable experienced double-digit compound annual growth (13.6%) from 1986 to 1991, it is expected to taper off to 8.6% for the next five-year period due mostly to slower penetration. Much of the increase in subscription dollars will come from extra charges for tiered cable services, leading to a 10% growth rate in monthly subscription fees.

Cable advertising growth is also expected to slow, from a 1986-91 annual rate of 18.3% to 12.1% through 1996. Local and spot will show the most growth, doubling in revenue between 1991 and 1996. Although digital compression is expected to create dozens of channels within the next few years, Veronis, Suhler does not see much of an impact on cable ad revenues.

Radio, like broadcast television, is expected to see growth in its annual advertising revenues, from 4% a year in 1986-91 to 6.4% a year in 1991-96. Stations will experience most of that growth, with local advertising growing at a 6.3% rate, to $8.6 billion, by 1996, compared with 4.2% for the last five years. National spot growth is expected to rise from the previous five years' 3.6% a year to 6.8% a year over the next five. The report sees radio networks experiencing annual growth of 5.8% through 1996 compared with 3.2% annually over the last five years. ■

Rates of Growth for All Media

	1986-91 Compound Annual Growth (%)	1991-96 Compound Annual Growth (%)
TV Broadcasting	2.4	6.3
Radio	4.0	6.4
Cable	13.6	8.6
TV Programs	4.8	6.7
Barter Syndication	16.3	9.2
Movie Theaters	4.9	6.9
Home Video	17.0	8.1
Recorded Music	11.0	6.3
Newspapers	3.1	6.7
Book Publishing	8.7	7.6
Magazines	4.6	6.4
Business Information Services	9.1	7.6
Total Spending	6.4	7.1
Total Advertising	3.4	7.1

source: Veronis, Suhler

Changing Hands

This week's tabulation of station and system sales ($250,000 and above)

WKHY(FM) Lafayette, Ind. □ Sold by U.S. Broadcasting Inc. to Stay Tuned Broadcasting Corp. for $1.78 million. Application is filed concurrently with transfer of control application whereby seller S. Walter Richey will sell his 100% share of licensee to Spacecom Inc., which has provided funds to U.S. Broadcasting. **Seller**, Richey, is president of Spacecom, licensee of KQEO(AM)-KMGA(FM) Albuquerque, N.M. Spacecom is parent of licensee of KOSO(FM) Patterson and KTHT(FM) Fresno, both California. Richey also has interests in licensee of KQEU(AM) Olympia, Wash.; and KLBB(AM) St. Paul, Minn. **Buyer** is headed by Robert E. Rhea Jr., who is 100% stockholder of licensee of WRRR(AM)-WXRX(FM) Rockford-Belvidere, Ill. WKHY has classic rock format on 93.5 mhz with 3 kw and antenna 282 feet. *Broker: Hague & Co.*

WMMK(FM) Destin, Fla. □ Transfer of control from Reid Broadcasting Corporation to Stephen C. Riggs & Timothy D. Fulmer for approximately $659,000. **Seller** is headed by Paul Reid, and has no other broadcast interests. **Buyers** have no other broadcast interests. WMMK has C&W, AC format on 92.1 mhz with 3 kw and antenna 295 feet above average terrain.

WFTG(AM)-WWEL(FM) London, Ky. □ Sold by London Broadcasting Co. Inc. to F.T.G. Broadcasting Inc. for $410,000. **Seller** is headed by Jack Mills. Shareholders Herman G. Dotson and Estate of Elmo Mills have interests in licensee of WNRG(AM)-WMJD(FM) Grundy, Va. **Buyer** is headed by Terry E. Forcht, and is subsidiary of ultimate licensee of seven AM's and seven FM's. WFTG is fulltimer with MOR format on 1400 khz with 1 kw. WWEL has country format on 103.9 mhz with 3 kw and antenna 190 feet above average terrain.

KWYZ(AM) Everett, Wash. □ Sold by Prime Time Broadcasting Inc. to Quality Broadcasting Corp. for $400,000, including $180,000 in assumption of debt. **Seller** is headed by Richard D. Carlson, receiver, and has no other broadcast interests. **Buyer** is headed by Barbara J. Geesman, who owns licensees of KJUN(AM) Puyallup, KTOL(AM) Lacey, KENU(AM) Enumclaw and KBLV(AM) Bellevue, all Washington. KWYZ is fulltimer with country format on 1230 khz with 1 kw.

WKAJ(AM) Saratoga Springs, N.Y. □ Sold by Saratoga Radio Corp. to William H. Walker III for approximately $258,000. **Seller** is owned equally by Robert N. Putnam Jr. and Paul C. Raeder, and also owns WZRQ(FM) Balston Spa, N.Y. Buyer also owns WRWD(AM) Highland and WBUG(AM) Amersterdam, both New York. WKAJ is fulltimer with adult-MOR format on 900 khz with 250 w. Broker: *New England Media Inc.*

KVSF(AM)-KIOT(FM) Santa Fe, N.M. □ Transfer of control of Enchantment Media Inc. to Elliot McDowell for $250,000. Transfer represents option to purchase 10,000 shares of stock. **Seller** is headed by William R. Sims, and has no other broadcast interests. **Buyer** has no other broadcast interests. KVSF has AC format on 1260 khz with 5 kw day, 1 kw night. KIOT has country format on 102.3 mhz with 1.1 kw and antenna 636 feet above average terrain.

PROPOSED STATION TRADES

By volume and number of sales

This Week:

AM's □ **$635,650** □ **6**
FM's □ **$2,439,000** □ **2**
AM-FM's □ **$710,000** □ **3**
TV's □ **$0** □ **0**
Total □ **$3,784,650** □ **11**

1992 to Date:

AM's □ **$38,522,015** □ **101**
FM's □ **$66,396,543** □ **111**
AM-FM's □ **$129,584,805** □ **74**
TV's □ **$1,114,316,620** □ **33**
Total □ **$1,348,819,983** □ **319**

For 1991 total see Jan. 27, 1992 Broadcasting.

SOLD!

KAQQ/KISC(FM), Spokane, Washington and KWG/KSGO(FM), Stockton-Modesto, California, have been sold by **The Home News Company** to **Silverado Broadcasting,** Ron Miller and John Winkel, Principals, for $3,950,000.

Randall E. Jeffery and Elliot B. Evers brokered this transaction.

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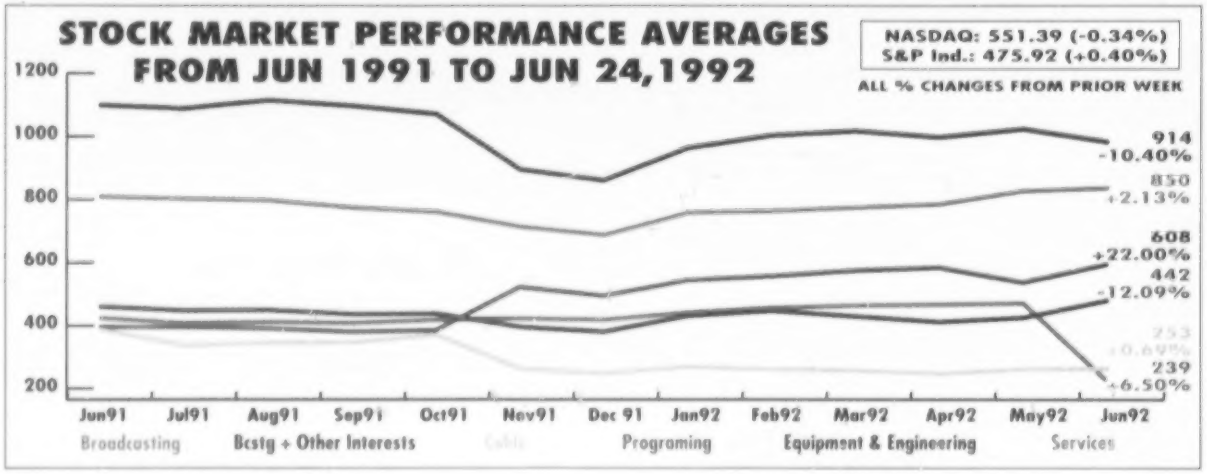
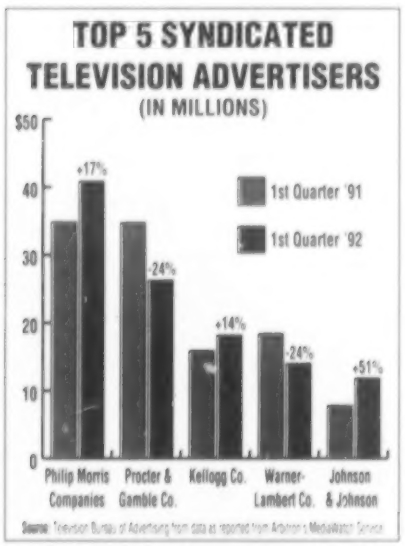
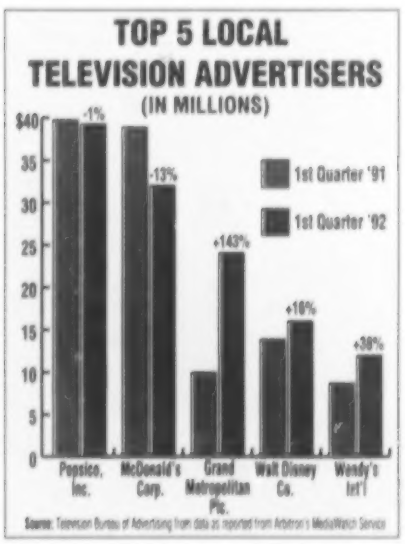
Broadcasting's By The Numbers







SUMMARY OF BROADCASTING & CABLE

BROADCASTING

Service	ON AIR	CP's*	TOTAL*
Commercial AM	4,978	231	5,209
Commercial FM	4,662	989	5,651
Educational FM	1,537	310	1,847
Total Radio	**11,177**	**1,530**	**12,707**
Commercial VHF TV	558	13	571
Commercial UHF TV	580	167	747
Educational VHF TV	123	5	128
Educational UHF TV	236	10	246
Total TV	**1,497**	**195**	**1,692**
VHF LPTV	457	146	603
UHF LPTV	786	831	1,617
Total LPTV	**1,243**	**977**	**2,220**
FM translators	1,897	367	2,264
VHF translators	2,505	74	2,579
UHF translators	2,360	392	2,752

CABLE

Total subscribers	55,786,390
Homes passed	92,040,450
Total systems	11,254
Household penetration†	60.6%
Pay cable penetration/basic	79%

* Includes off-air licenses. † Penetration percentages are of TV household universe of 92.1 million.
‡ Construction permit. ^Instructional TV fixed service. ~Studio-transmitter link.
Source: Nielsen, NCTA and Broadcasting's own research.

Broadcasting
In Brief

CBS Radio Networks is cutting 15% of its staff, affecting 22 people in programing, sales, marketing, research and affiliate relations departments. A company spokeswoman said cuts were due to an "abysmal" network radio sales marketplace and the high cost of sports rights fees. No further cuts are anticipated.

New York Governor Mario Cuomo has approved **legislation allowing cameras and recording equipment back into the New York courts** for the next two-and-a-half years. Under the new law, most witnesses can refuse to be photographed on the stand. Cameras have not been allowed in New York's trial courts since the expiration of an earlier experiment on June 1, 1991.

Cosmos Broadcasting Corp. signed a letter of intent **to sell WTOL-TV (CBS) Toledo, WFIE-TV (NBC) Evansville, Ind., and KAIT-TV (ABC) Jonesboro, Ark.,** three of its seven network affiliates, **to Broad Street Communications.** Neither party would disclose a price; sources familiar with the deal said the stations were sold at a multiple of eight times cash flow. According to industry and BROADCASTING estimates, the price for the three stations would then fall into the $55 million to $65 million range. Broad Street is headed by Richard Geismar and Fred Walker and currently owns KWQC-TV Davenport, Iowa. Broad Street used equity fundraiser Communications Investment Group to help finance the sale.

Saban Entertainment is earmarking more than $65 million for the 1992-93 season in what it calls its most aggressive slate of movies and miniseries ever. The production lineup consists of more than 30 hours of long-form programing for the networks. Saban's output this season represents a tripling of its activity from a year ago.

NSS POCKETPIECE

(Nielsen's top ranked syndicated shows for the week ending June 13. Numbers represent aggregate rating average/stations/% coverage)

1. Wheel Of Fortune	11.2/226/99
2. Star Trek	11.1/242/99
3. Jeopardy!	10.1/216/99
4. Oprah Winfrey Show	9.0/231/99
5. Married...With Children	7.3/176/94
6. Entertainment Tonight	6.8/190/99
7. A Current Affair	6.3/175/93
8. Donahue	6.2/230/99
9. Wheel Of Fortune-strip	6.1/188/91
10. Cosby Show	6.0/201/97
11. Inside Edition	5.7/138/99
12. Hard Copy	5.3/175/93
13. Sally Jessy Raphael	5.1/210/99
14. Baywatch	4.5/158/99
15. Geraldo	4.0/171/97

Paxson Enterprises Inc., headed by Lowell Paxson, is purchasing WVRI(FM) Orlando from Capitol Broadcasting Co. for $6.7 million. The sale is part of a five-station radio deal worth approximately $17 million. WPRD(AM)-WMGF(FM) Orlando and WFYV(AM) Jacksonville will be acquired from Metroplex Communications; Paxson is also buying WAIA(FM) Jacksonville from Rowland First City Radio Inc. Pending approval of acquisitions earlier this year, the deal will give Paxson 13 stations in Florida. Brokers: Blackburn & Company Inc. and Media Venture Partners.

Prime Ticket Network on July 11 **will expand its programing lineup by two hours** on weekends, providing sports shows from 7 a.m. to 4 a.m. PT. The network serves more than 4.3 million cable subscribers in southern California and elsewhere.

Garden State Broadcasting Ltd. has filed a petition to deny the sale of Pinelands Inc.'s WWOR-TV Secaucus, N.J. (New York) to BHC Communications Inc. Garden State cited FCC policy and the Communications Act in its claim that approval cannot be given until Pinelands prevails in a pending comparative renewal proceeding, initiated by Garden State, on grounds that BHC and Pinelands shareholder Mario Gabelli holds interests that violate FCC multiple ownership and crossownership rules. Gabelli said that any FCC attorney would smile at the latest filing and see that it is a "legal Hail Mary" by Garden State.

Prospective wireless interactive TV purveyor TV Answer has reached consumer marketing agreements with Publishers Clearing House (PHC) and Little & Co. The latter would serve as collection and distribution point for consumer orders through TV Answer from Hanover Direct and other catalogers.

BURNS BACKS MULTIPLE CHANNELS

Senate Communications Subcommittee member Conrad Burns (R-Mont.), in a speech scheduled for today (June 29) at the Montana Broadcasters Association, will call on Congress and the FCC to allow TV broadcasters to implement digital compression and become multi-channel program services. "Policy-makers should not expect broadcasters to continue to be limited to providing one video channel or audio channel while regulating the provision of that single 'broadcast only' channel under the 'public interest' standard," Burns says according to an advance text of the speech. "Broadcasters' competitors are not similarly restrained."

The same digital compression breakthroughs now being considered for HDTV implementation could be used to offer multiple programs at "scaleable" picture quality, a topic heavily discussed during last spring's NAB convention (BROADCASTING, April 20). -end-